WEST EDMONTON MALL
FACTS AND FIGURES

THE CITY OF Edmonton PLANNING AND DEVELOPMENT

Forecasting and Policy Development Group
Strategic Planning Branch
Planning and Development
Department

August, 1988
Revised December, 1988

WEST EDMONTON MALL

FACTS AND FIGURES

August 25, 1988
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Forecasting and Policy
Development Group
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Department

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WEST EDMONTON MALL
FACTS AND FIGURES

This summary report provides facts and figures on West Edmonton Mall and shows the socio-economic impacts of the mall on the overall city, downtown and the province of Alberta.

The report has been prepared because of the ongoing public and private inquiries the Planning and Development Department receives for information on West Edmonton Mall and its impacts. The information is taken from a variety of sources and provides what are considered the reasonable estimates and actual figures available. Care has been taken to identify the various information sources. However, the Department is not able to confirm the accuracy of figures provided by other agencies.

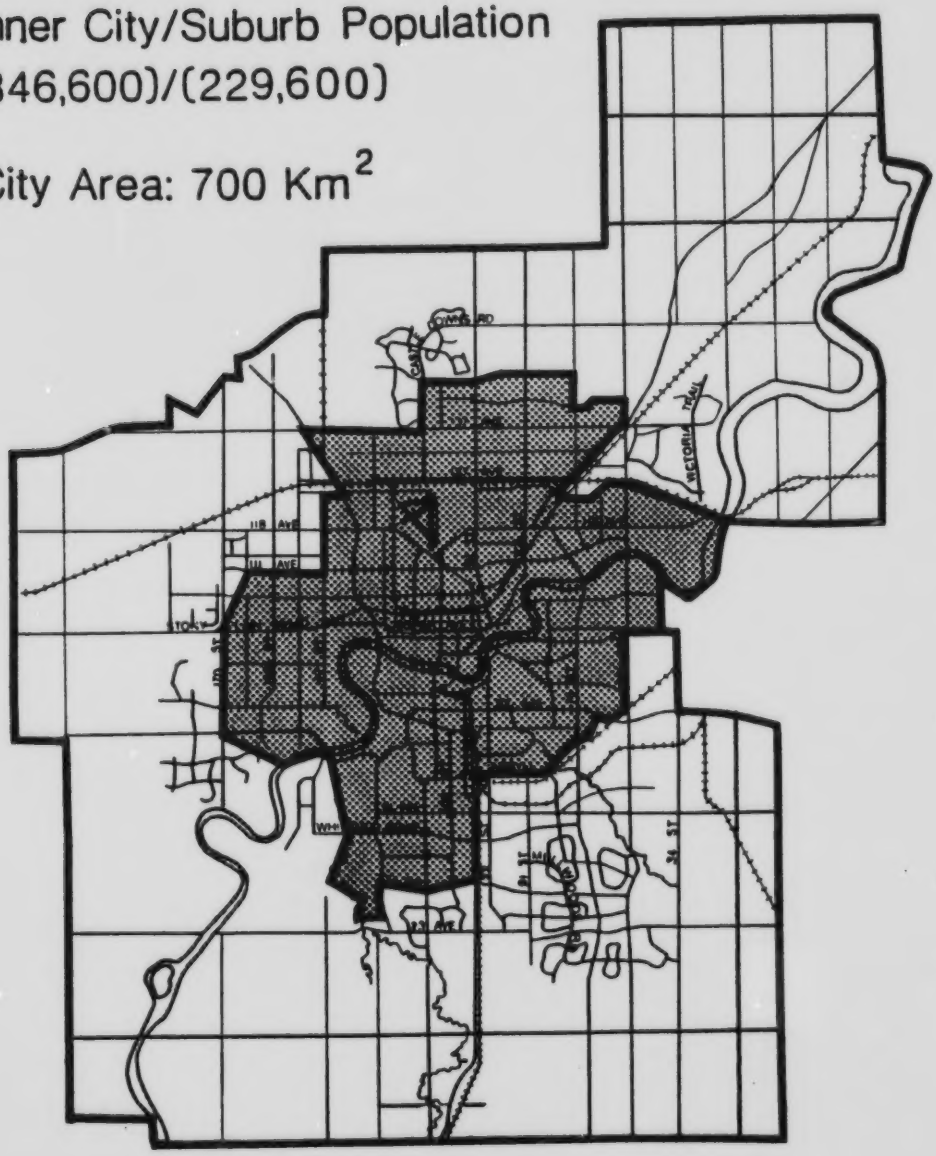
Map 2

Edmonton

(1987)

Inner City/Suburb Population
(346,600)/(229,600)

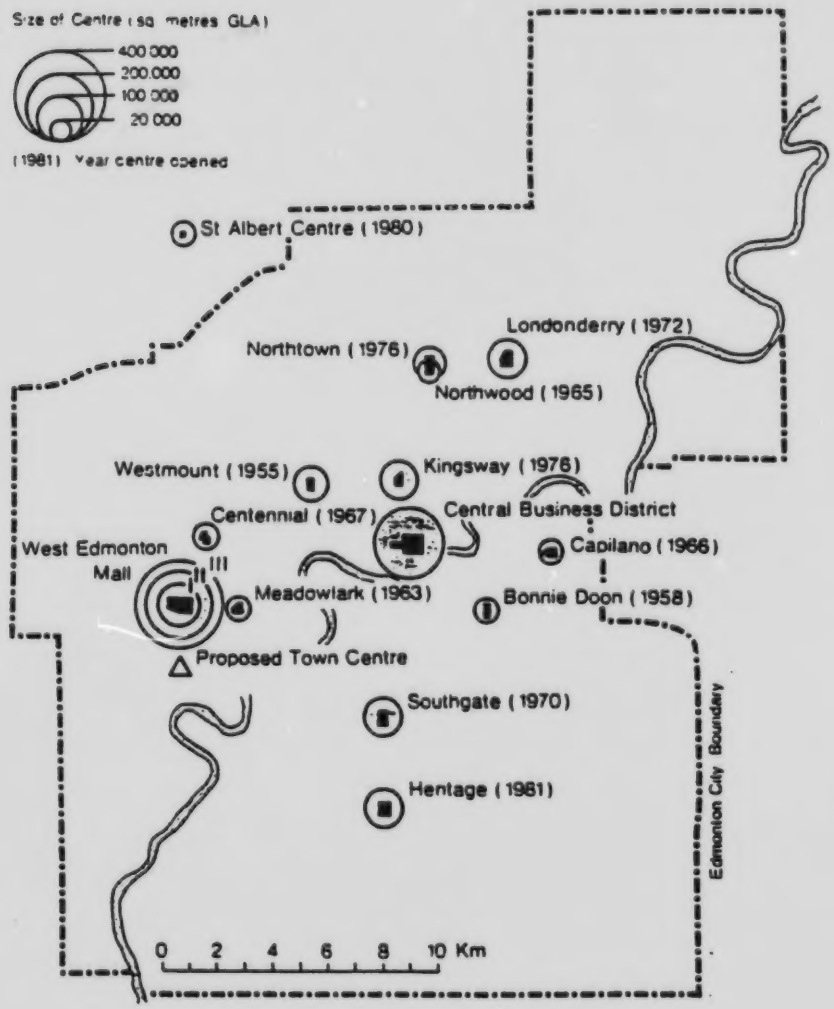
City Area: 700 Km^2



Source: Planning and Building Department

Map 3

Situation of West Edmonton Mall



Source: ***International Journal of Retailing, Vol. 2, No. 2, 1987, "The West Edmonton Mall - From Super-Regional to Mega-Regional Shopping Centre." by Denis B. Johnson, University of Alberta, Canada***

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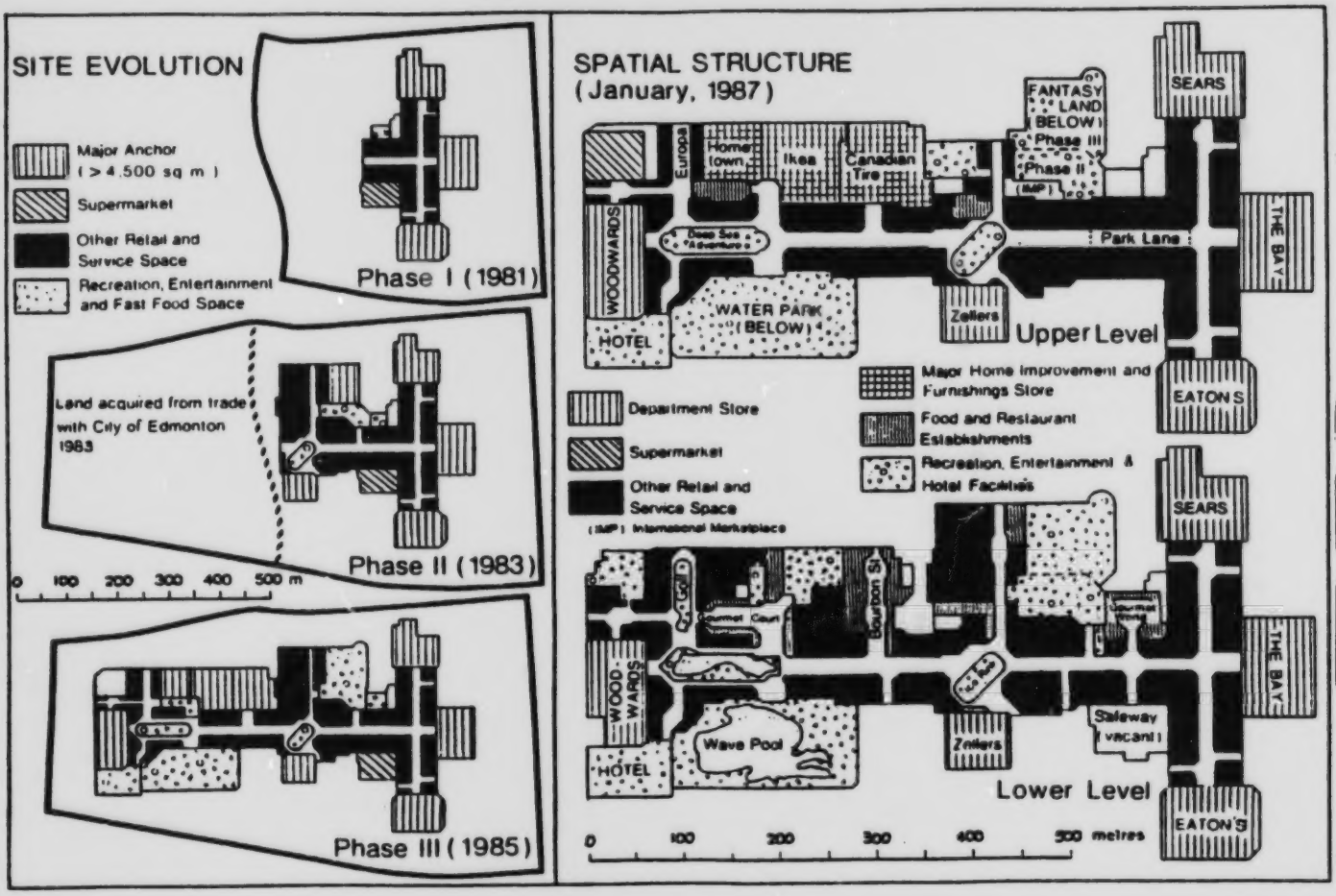
Site Evolution and Spatial Structure of West Edmonton Mall

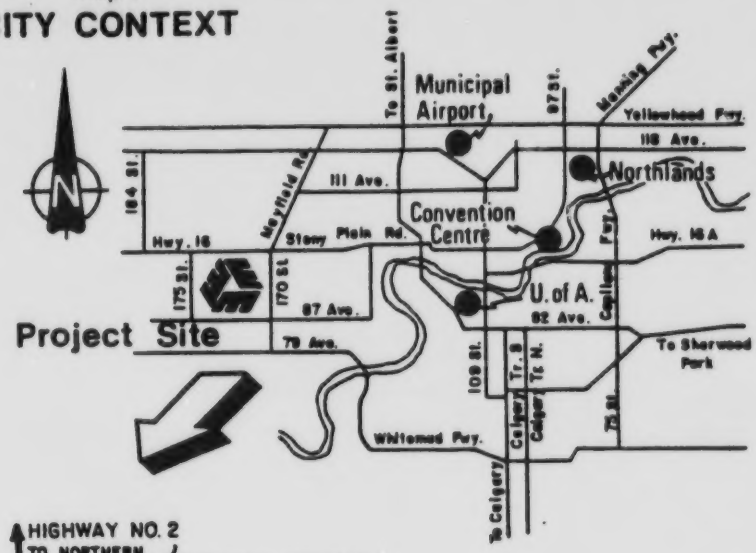


Source: International Journal of Retailing, Vol. 2, No. 2, 1987, "The West Edmonton Mall - From Super-Regional to Mega-Regional Shopping Centre", by Denis B. Johnson, University of Alberta, Canada

Map 1

PROJECT LOCATION

CITY CONTEXT



REGIONAL CONTEXT

INTERNATIONAL CONTEXT

(Source: Tourism and Economic Impact of Canada Fantasyland, Nichols Applied Management Economic and Management Consultants Edmonton, March 1984).

1. OVERVIEW OF EDMONTON

1.1 City Situation

- Edmonton is centrally located in the province of Alberta in western Canada. The province is Canada's fourth largest by population (2.4 million). The Edmonton area is the largest urban centre in Alberta, with a population of 785,500. *(Source: Statistics Canada)*[1]

- Edmonton is Canada's most northerly major city, acting as a gateway for distribution of goods and services going north and as a receiver of passengers bound south, (Map 1).

- The city has developed a regional role making Edmonton an ideal location to build West Edmonton Mall. The mall is able to attract tourists and local surrounding residents from areas both in Canada and the United States.

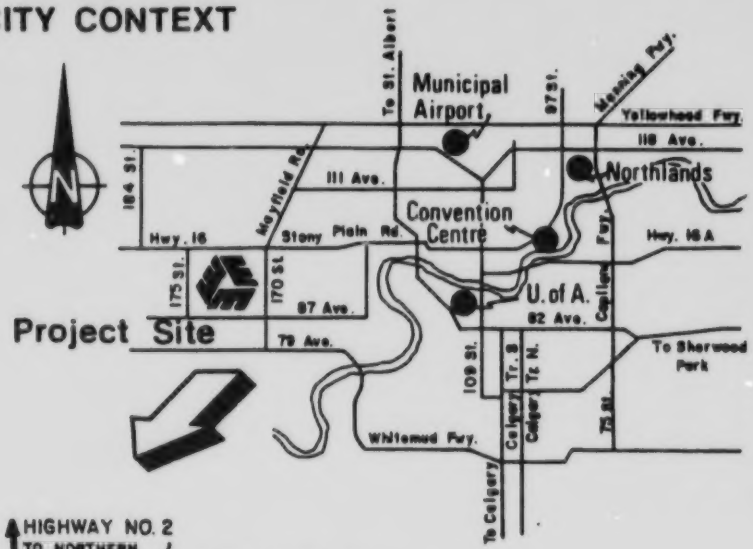
- West Edmonton Mall is located approximately 9 km west of the City's Central Business District (CBD).

(Source: [1]Statistics Canada, Census Metropolitan Area, Catalogue 658, 1988).

Map 1

PROJECT LOCATION

CITY CONTEXT



REGIONAL CONTEXT

INTERNATIONAL CONTEXT

(Source: Tourism and Economic Impact of Canada Fantasyland, Nichols Applied Management Economic and Management Consultants Edmonton, March 1984).

1.2 Population

- Edmonton's population has been growing at a steady rate since the oil boom of the 1970's.

- Forecasts show that the city will approach 620,000 people by 1993, (Figure 1).
  (Source: City Forecast Committee)[1].

- Suburban growth areas are primarily in the south and southwestern sections, which have easy access to West Edmonton Mall for the neighbourhood populations, (Map 2).

(Source: [1]City of Edmonton 1982, 1983, 1986, 1987 Civic Census, City Forecast Committee, May 1988).

1.3 Income

- Edmonton's average personal disposable income is staying ahead of the Canadian average, (Figure 2), but compared to other Canadian cities, such as Vancouver and Toronto, Edmonton has a lower income per capita.

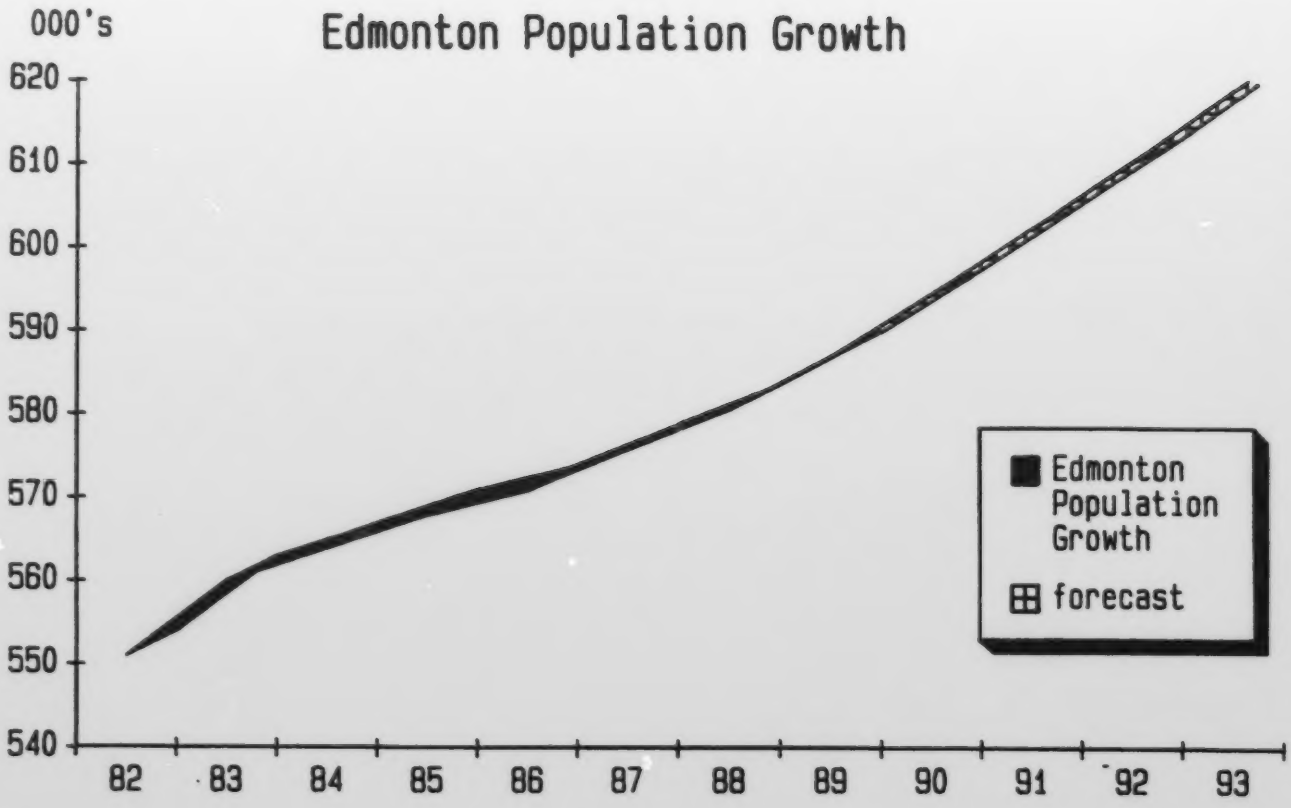
(Source: The Financial Post Information Service, "Canadian Markets", 1986).

1.4 Retail Sales

- Edmonton has one of the highest levels of consumer spending in Canada. (Figure 3). This is probably attributable to the higher than average disposable dollars per family and the absence of a provincial retail sales tax.

(Source: The Financial Post Information Service, "Canadian Markets", 1986).

Figure 1



(Source: [1]City of Edmonton 1982, 1983, 1986, 1987 Civic Census, City Forecast Committee, May 1988).

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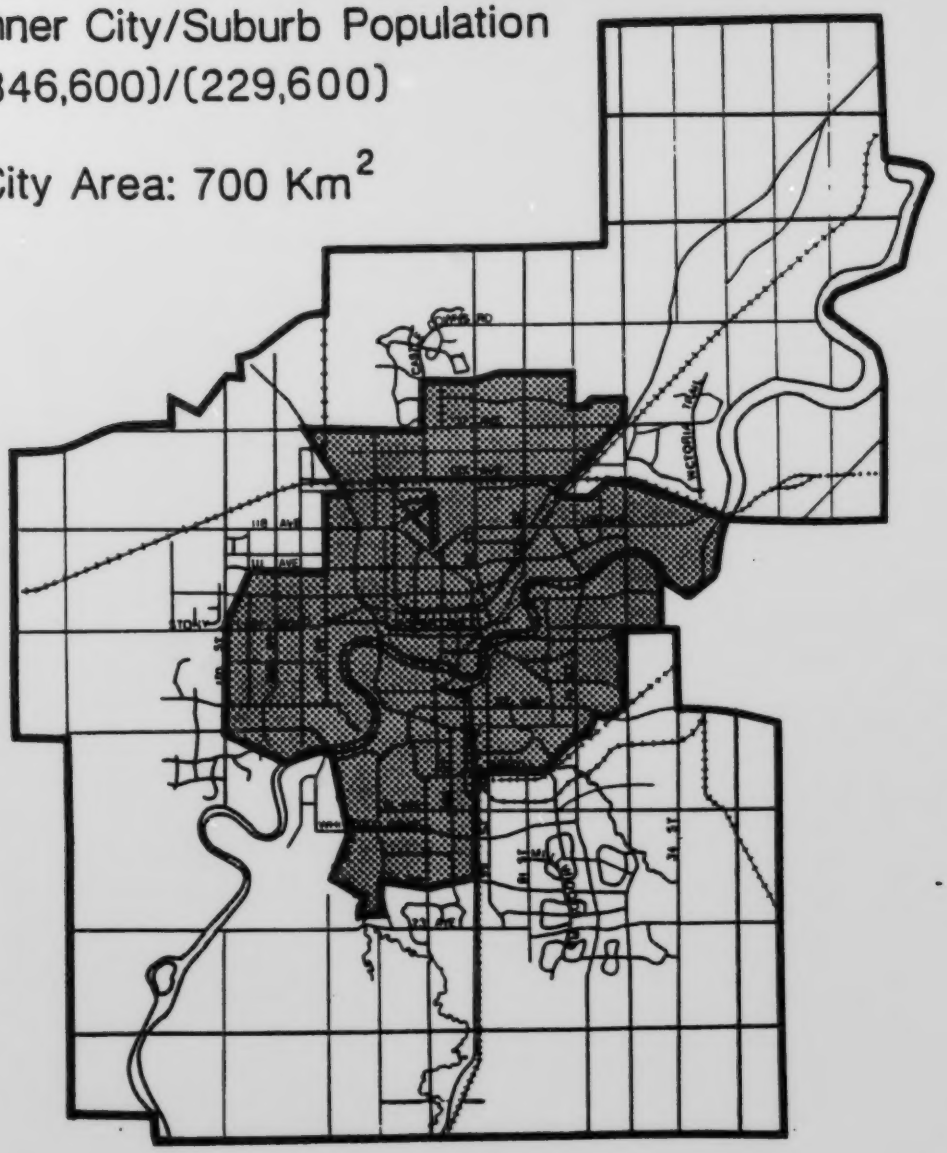
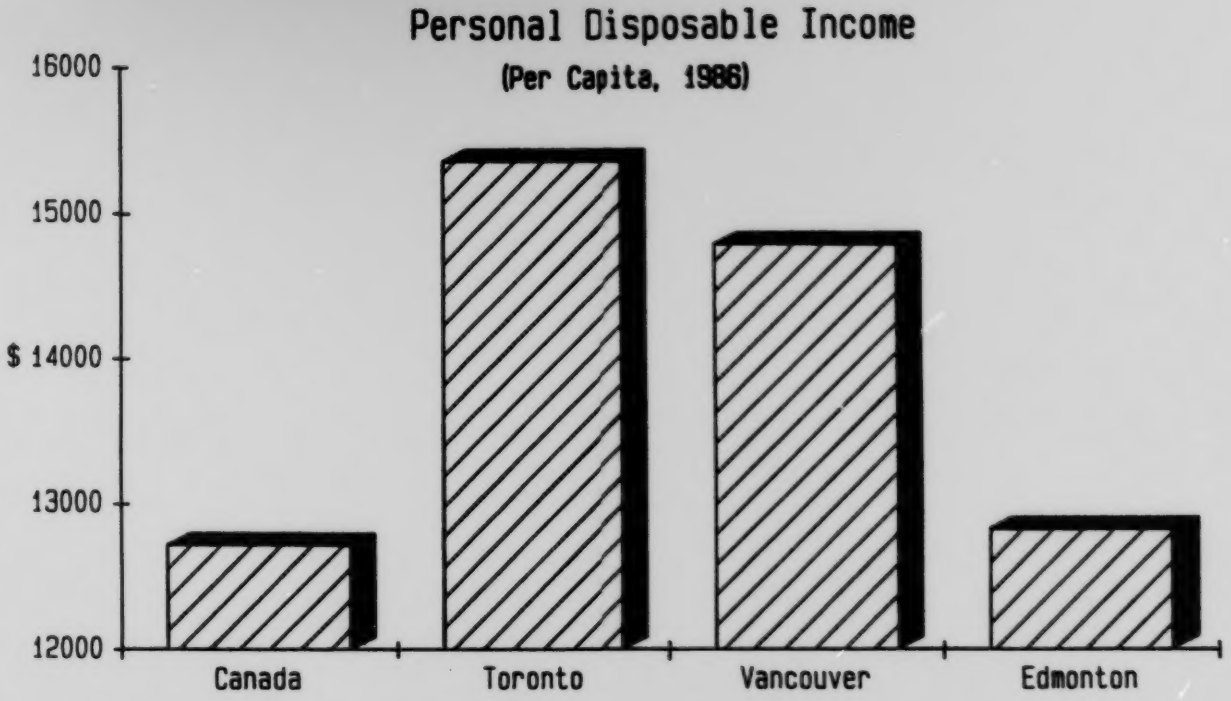


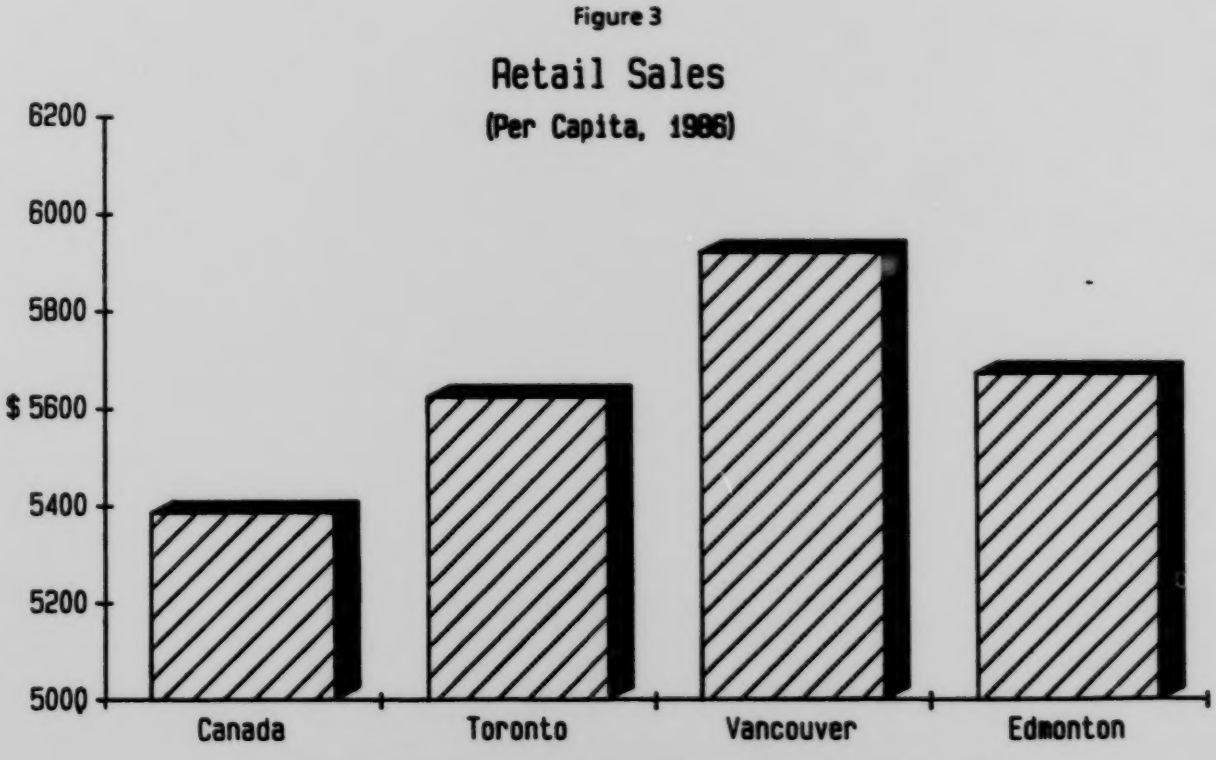
Source: Planning and Building Department

Figure 2



(Source: The Financial Post Information Service, "Canadian Markets", 1986).

Figure 3



(Source: The Financial Post Information Service, "Canadian Markets", 1986).

2. EVOLUTION OF WEST EDMONTON MALL

West Edmonton Mall has evolved over three phases as its owners and developers, the Triple Five Corporation, assembled ideas on retailing and entertainment from a number of different cities and centres, (Map 3) and applied lessons from the development of previous phases.

Today, West Edmonton Mall is a super-regional shopping centre offering the consumer a wide range of options in retailing, recreation, entertainment and personal services.

The Development

Phase I - 1981

- 25 hectare site (Map 4), *(Source: International Journal of Retailing)*[1]
- mall size 106,000 m^2 (1,150,000 ft^2) GLA*, *(Source: International Journal of Retailing)*[1]
- 3 major department store anchors - Eaton's, Sears, Bay
- 220 retail stores and services, *(Source: Edmonton Journal)*[2]
- estimated cost: $200 million, *(Source: Edmonton Journal)*[2]

Phase II - 1983

- 32 hectare site in total (Map 4), *(Source: International Journal of Retailing)*[1]
- mall added 105,000 m^2 (1,125,000 ft^2) GLA*, *(Source: International Journal of Retailing)*[1]
- added 240 stores and services, *(Source: Edmonton Journal)*[2]
- introduction of recreation and entertainment facilities - ice skating rink and amusement park
- estimated cost: $250 million, *(Source: Edmonton Journal)*[2]

Phase III - 1985

- 49 hectare site in total (110 acres) (Map 4), *(Source: International Journal of Retailing)*[1]
- mall added 260,000 m^2 (2.8 million ft^2) GLA*, *(Source: International Journal of Retailing)*[1]
- present size 480,000 m^2 (5.2 million ft^2) GLA* with 823 stores, 110 restaurants and 19 theatres, *(Source: International Journal of Retailing)*[1]
- major retail additions - Woodwards, Zellers, Canadian Tire, Ikea, Hometown, The Brick, London Drugs
- major entertainment additions - Waterpark, hotel, Fantasyland expansion

- retail themes introduced - Bourbon Street for entertainment and night life and Europa Boulevard for upscale shopping
- estimated cost: $500, million *(Source: Edmonton Journal)*[2]
- Total costs of West Edmonton Mall to date is $950 million estimated

  (Source: Edmonton Journal)[2]

In comparison, the Eaton Centre in downtown Toronto is located on 10 acres, has 300 stores, employs 18,000 people and cost $300 million to build.

(Source: Canadian Heritage)[3].

According to the material shown to investors by Triple Five (the owners), the mall is making money. The financial statements indicate that its rental revenues have risen from $19.8 million in 1982 to $64.8 million in the 11 months ending June 1986. Gross earnings have shot up from $14.6 million in 1982 to $46.7 million in 1986. Projected rental revenue for 1987 is $67.3 million and was estimated to rise to $81.2 million by 1991. The actual 1987 income is broken down into $47.2 million from retail operations, $2.6 million from the hotel and $17.5 million from the amusement park.

(Source: Alberta Report)[4].

(Sources: [1]Site development from International Journal of Retailing, Vol. 2, No. 2, 1987. "The West Edmonton Mall - From Super-Regional to Mega-Regional Shopping Centre", by Denis B. Johnson, University of Alberta, Canada.

[2]Cost quotes from Edmonton Journal, September 6, 1985. "West Edmonton Mall Just Grows and Grows, Phase III More Than Doubles Mall's Size".

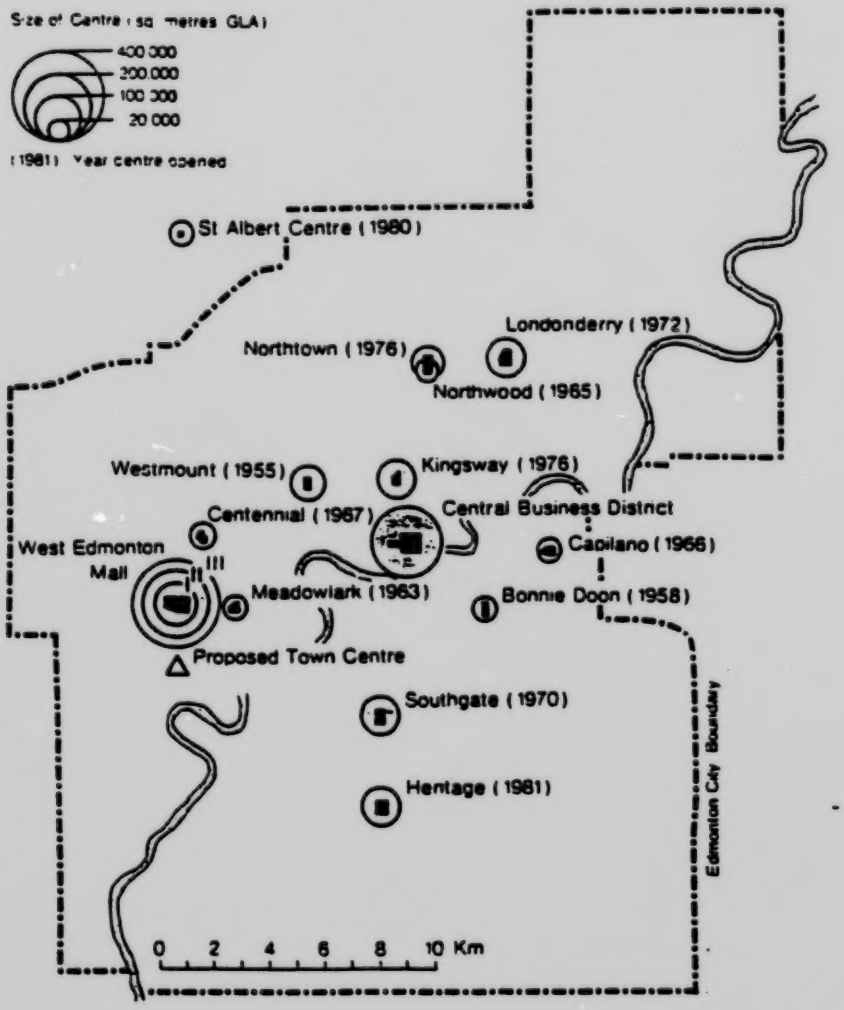
[3]Canadian Heritage, February/March, 1985, "Big Stores on Main Street", by Harold Kalman and Terry McDougall, p. 16.

[4]Alberta Report, September 29, 1986, "Bad Timing at Triple Five", p. 21).

**GLA - Gross Leaseable Area - A measurement of the total floor area designed for the occupancy and exclusive use by tenants in a shopping centre. (Source: Institute of Real Estate Management).*

Map 3

Situation of West Edmonton Mall



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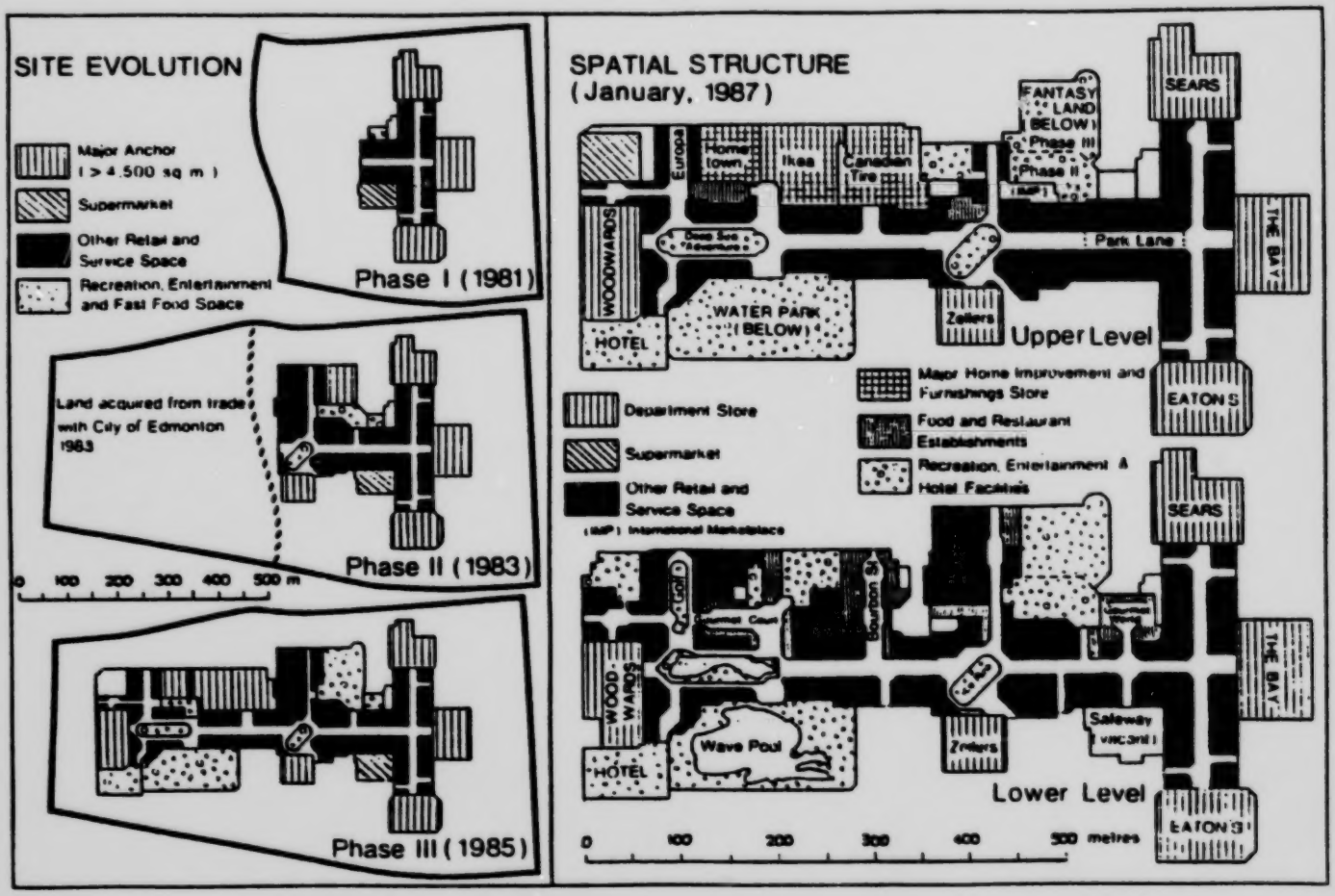


Source: International Journal of Retailing, Vol. 2, No. 2, 1987, "The West Edmonton Mall - From Super-Regional to Mega-Regional Shopping Centre", by Denis B. Johnson, University of Alberta, Canada

3. IMPACT OF WEST EDMONTON MALL

3.1 Employment

- The construction of West Edmonton Mall has provided 45,000 man-years of employment.
  (Source: Tourism and Economic Report of Canada Fantasyland)[1].

- In comparison, Triple Five Corporation says that 100,000 man-years of employment was created by the building of West Edmonton Mall.
  (Source: City Trends Magazine)[2].

- Today, the mall is estimated to employ 18,000 persons.

- The project generates a gross direct and indirect income impact of approximately $180 million and $250 million to the provincial and national economies, respectively.
  (Source: Tourism and Economic Report of Canada Fantasyland)[1].

- Federal and provincial economic benefit is expected to be more than $5.5 billion for the next 20 years.
  (Source: Tourism and Economic Impact of Canada Fantasyland)[1].

(Sources: [1]Nichols Applied Management Economic and Management Consultants Edmonton, "Tourism and Economic Impact of Canada Fantasyland", March, 1984.

[2]City of Edmonton, Planning and Building Department, City Trends Magazine, June, 1986).

3.2 Retail Market

- West Edmonton Mall has 24% of the city's Department Store Type Merchandise (DSTM)* floorspace for regional and community size shopping centres and the mall captures 34% of the city's DSTM dollars spent.
  (Source: Retail Impact Assessment Model, 1988)[1].

- West Edmonton Mall has affected the performance of all shopping centres in the city (Table 1).

Table 1

ESTIMATED SALES IMPACT OF WEST EDMONTON MALL ON SHOPPING CENTRES IN THE EDMONTON REGION

(Measured in DSTM Sales Per m^2)

Mall	Estimated 1981-1985 Annualized Impact % Decline	Mall	Estimated 1981-1985 Annualized Impact % Decline
St. Albert	10	Village Tree	10**
Northwood	6	Eastgate	8
Londonderry	4	Capilano	5
Bonnie Doon	8	Millbourne	8
Mill Woods	6	Southpark	5
Southgate	10	Centennial	16**
Heritage	9	Abbottsfield	5
Westmount	11**	Meadowlark	17**
Kingsway	7	Downtown	8
Northtown	7		

INTERPRETATION

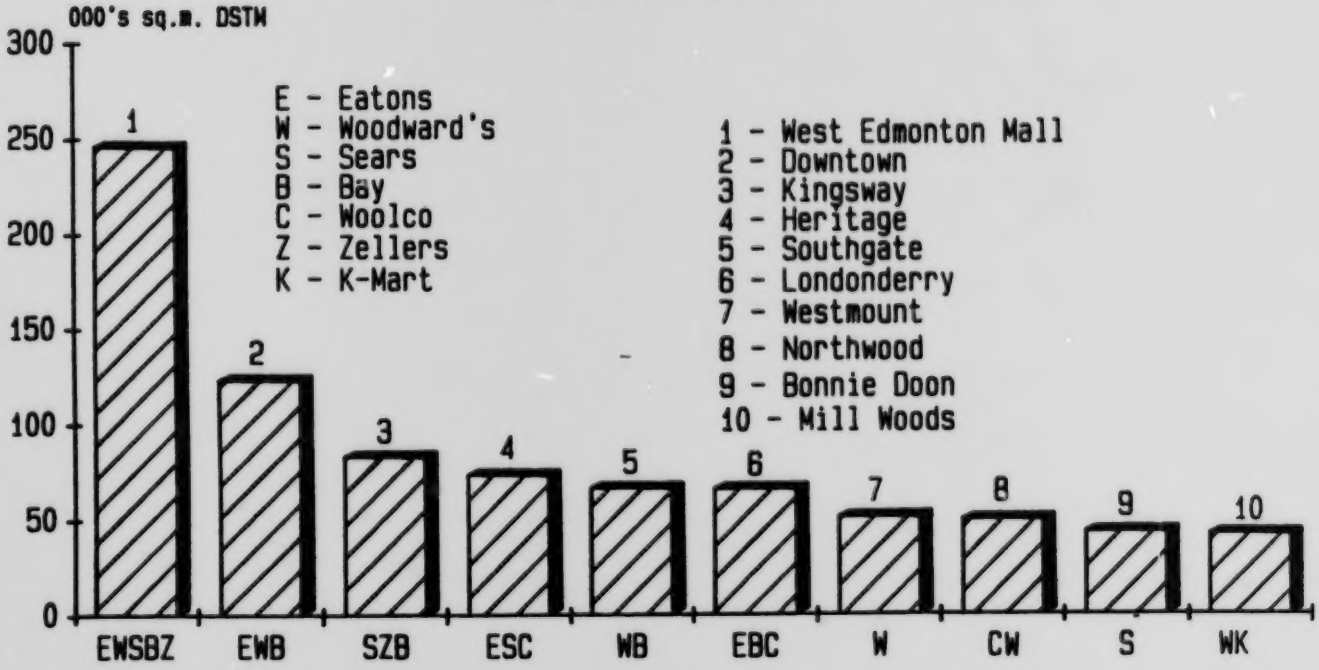
Impacts			Response
- any annualization declines of:			
10% or greater	=	Significant Negative Impact	**Example centres are Westmount, Village Tree, Centennial, Meadowlark (Response: re-merchandise and redefine role of operations to compete with W.E.M.).
5-10%	=	Negative Impact	Example centres are St. Albert, Northwood, Bonnie Doon, Mill Woods etc. (Response: refurbish or expand operations).
Less than 5%	=	Insignificant	No response.

(Source: City of Edmonton, Planning and Building Department, Corporate Forecasting Group, "Retail Impact Assessment Model", June, 1986).

Figure 4

Regional Shopping Centres in Edmonton, 1988

Size and Major Tenants



(Source: Forecasting and Policy Development Group, Planning and Building Department, Retail Impact Assessment Model 1988).

- The Downtown is estimated to have experienced about an 8% loss in DSTM dollars with West Edmonton Mall.

  (Source: The Retail Impact Model. Operation and Results, 1986)[2].

- West Edmonton Mall is estimated to capture about 24% of the regional inflow.of consumers.

  (Source: The Retail Impact Model. Operation and Results, 1986)[2].

- Compared to other major Canadian cities - Montreal, Vancouver and Ottawa/Hull, their largest suburban shopping centres typically capture 5-10% of the regional consumer market.

(Sources: [1]City of Edmonton, Planning and Building Department, Forecasting and Policy Development Group, "Retail Impact Assessment Model", 1988.

[2]City of Edmonton, Planning and Building Department, Corporate Forecasting Group, "The Retail Impact Model, Operation and Results", 1986).

**DSTM - Department Store Type Merchandise refers to a group of retail goods usually sold in a department store and are considered separate from convenience oriented retail goods, such as food, drugs and personal accessories. (Source: Woods Gordon Regional Activity Centres, 1981).*

3.3 Tourism

- Figure 5, shows where tourists come from and who visited West Edmonton Mall.

- The same study states that from 1982-1986 tourist spending in Edmonton has increased from $200 million to $700 million and has largely been attributable to West Edmonton Mall (Figure 6).

  (Source: R. W. Urban Consultants Ltd.)[1].

- The Edmonton Tourism and Economic Authority has stated that over 80% of all inquiries at the City's Information Bureaus were related to West Edmonton Mall.

- A study completed by RW Urban Consultants Ltd. for Triple Five in September 1987 showed that 20 million (from all areas) persons visited West Edmonton Mall during a 12 month period (August 1 to July 31, 1987). Of that total, 10.8 million visitors were from Edmonton and surrounding areas and 9.2 million were tourists.

- For comparison, Disneyland in Anaheim, California attracts about 10 million visitors a year.
(Source: R.W. Urban Consultants Ltd.)[1].

- This study also estimated that 60,000 people visit West Edmonton Mall per day. Of these visitors, 37,000 are tourists, including 26,000 from outside Alberta.

- Estimates show that tourists visiting West Edmonton Mall during the 12 month survey period spent a total of $1.6 billion in the city; and less than one-third of that amount was spent at West Edmonton Mall.
(Source: R. W. Urban Consultants Ltd.)[1].

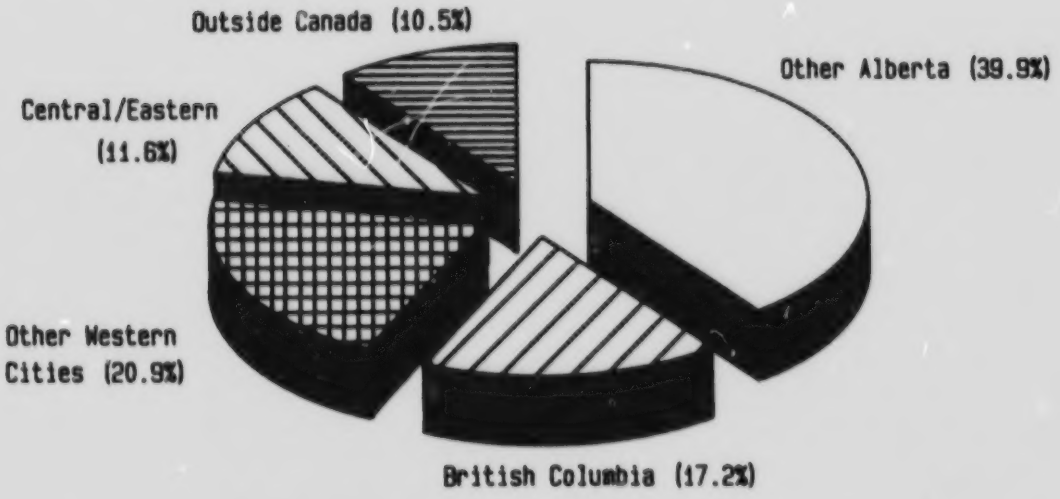
- West Edmonton Mall generates $167 million for the province's economy each year.
(Source: R. W. Urban Consultants Ltd.)[1].

(Sources: [1]R. W. Urban Consultants Ltd., Calgary, "West Edmonton Mall Shopper Intercept Study", August, 1987.

[2]Edmonton Economic Development Authority, Edmonton, Alberta).

Figure 5

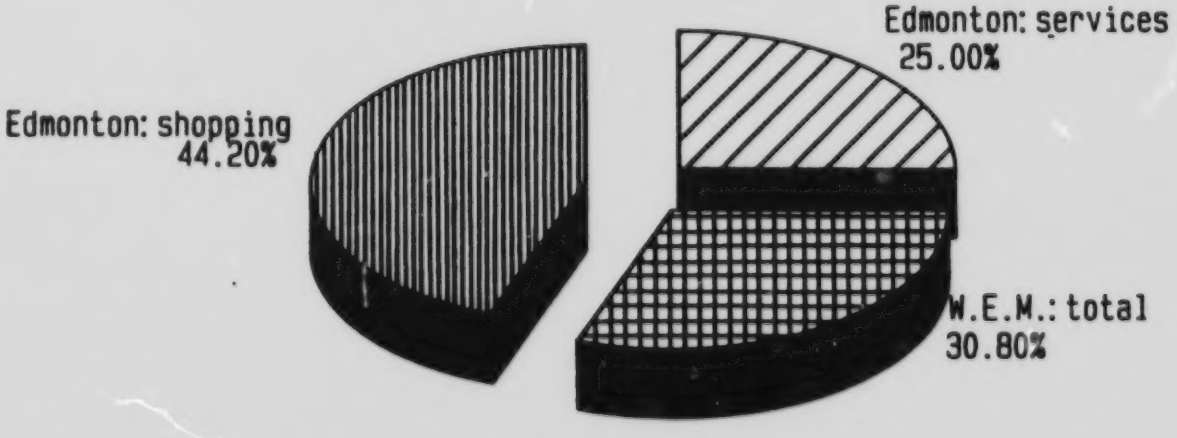
TOTAL TOURIST VISITS: WEST EDMONTON MALL
August 1986 to July 1987



(Source: R.W. Urban Consultants Ltd., Calgary, West Edmonton Mall Shopper Intercept Study, August, 1987).

Figure 6

TOTAL TOURIST EXPENDITURES IN EDMONTON
August 1986 to July 1987



(Source: R.W. Urban Consultants Ltd., Calgary, West Edmonton Mall Shopper Intercept Study, August, 1987).

3.4 Transportation

- The main throughways around and to the mall are 170 and 175 Streets which direct traffic north and south. There are a number of east-west routes; Whitemud Freeway, Highway 16, Stony Plain Road and 87 Avenue, (Map 1).

- There are high volumes of traffic on the main roadways that border the mall.

170 St.	48,800 vehicles per day (October, 1986)					
178 St.	26,000	"	"	"	"	"
87 Ave.	24,000	"	"	"	"	"

(Source: City of Edmonton, Transportation Department)[1].

- The mall has parking for 10,564 autos over three levels with overflow parking for 1,200 cars north of the mall.

(Source: City of Edmonton, Transportation Department)[1].

- On average, Saturdays generate 69,700 vehicle trips, which is 34% higher than an average weekday, (October, 1986).

(Source: City of Edmonton, Transportation Department)[1].

- Peak hours at the mall are on Saturday from 4:00 to 5:00 p.m.

(Source: City of Edmonton, Transportation Department)[1].

- Auto occupancy rates for the mall averaged 1.5 persons per vehicle on weekdays and 1.9 on Saturday, (October, 1986).

(Source: City of Edmonton, Transportation Department)[1].

- Transit statistics showed that 5,800 persons travelled to the mall by bus on weekdays, 7,900 on Saturday and 2,500 on Sunday, (October, 1986).

(Source: City of Edmonton, Transportation Department)[1].

- Major transportation improvements were required around the mall at a total cost of $34.5 million with the city paying $8.2 million. Improvement programs included road widening and new interchanges to handle the increased traffic to the mall.

(Source: City of Edmonton, Transportation Department)[1].

- Transportation related problems are shoppers parking in adjacent neighbourhoods and mall traffic shortcutting routes through neighbourhoods.

(Source: [1]City of Edmonton, Transportation Department, "West Edmonton Mall Generation Survey", October 1986).

3.5 Accommodations (Hotels)

- West Edmonton Mall helps Edmonton by attracting national and international conventions to the city. Evidence of visitor activity was found in 1986 when Edmonton had the second highest hotel occupancy rate in Canada. The city was second only to Vancouver which hosted EXPO'86 that year.

(Source: Edmonton Convention and Tourism Authority).

- There are ten facilities with 150 or more rooms:

1.	Westin Hotel	413 Rooms
2.	Fantasyland Hotel (W.E.M.)	354
3.	Hilton International	314
4.	Ramada Inn	300
5.	Edmonton House	283
6.	Mayfield Inn	250
7.	Convention Inn	236
8.	Centre Suite	175
9.	Yellowhead Motor Inn	153
10.	Capilano Inn	150

(Source: Edmonton Yellow Pages and Inquiries)

- West Edmonton Mall's Fantasyland Hotel opened in 1986. Recent building activity in the downtown has added the Centre Suite Hotel in the new Eaton's Centre. The downtown Canada Place project had plans for a hotel, but this phase is on hold today. The older Macdonald Hotel, in the downtown, is still undergoing renovation and has no re-opening date.

3.6 Downtown

Downtown Response

- The opening of West Edmonton Mall's Phase I, in 1981 had little impact on downtown businesses at that time. The new mall was just considered another suburban shopping centre in Edmonton having similar stores and the usual attractions.

- The opening of Phase II in 1983 presented a whole new aspect to shopping at West Edmonton Mall. The combination of entertainment attractions, such as the ice rink and Fantasyland soon drew retailers out of the downtown to the new mall. There was a loss of consumer activity in the downtown resulting in declining retail sales leading to run-down stores and declining numbers of businesses.

- West Edmonton Mall is a unique development. Its competitors both downtown and in surrounding shopping centres have responded to its presence by upgrading their properties. New projects in the downtown such as Eaton's Centre, Manulife II and the renovated Edmonton Centre have helped to rejuvenate the core area.

- These changes are mainly due to the recognition of the Downtown's potential for retailing success by trying to capture some of the potential retail dollars spent by the 65,000 workers that are located in the core area.

- From 1983 to 1987 the City spent $8.7 million on beautification in the downtown including improvements to Jasper Avenue and Rice Howard Way.

- There have been major private sector construction projects developed throughout the downtown (see Table 2). Downtown retailing and office towers are connected by a weather protected walkway system.

- Future plans have projects to expand Edmonton's Light Rail Transit to the University of Alberta and redevelop the CN rail yards immediately north of the downtown and for the renewal of inner city residential neighbourhoods.

Table 2

RETAIL AND OFFICE

DOWNTOWN CONSTRUCTION

1.	Eaton Centre Phase I - 1987	51 new shops, department stores, 175 room hotel
2.	Eaton Centre Phase II - 1988	80 new retail shops Total 250,000 ft^2 of retail space at cost of estimated $600 million for total project (including office towers and apartments)
3.	Manulife Place II - 1988	50 stores, 500,000 ft^2 office estimated $125 million
4.	Edmonton Centre - 1988	renovation and 4th floor addition 25 retail shops estimated renovation $11 million
5.	Canada Place - 1988	30 retail shops 700,000 ft^2 of office and proposed hotel estimated $200 million.
6.	Bay/Jasper Galleria - (proposed)	100 retail shops redevelopment of Bay store estimated $60 million
7.	Olympia & York Phase I - 1987	18 story office tower 50 retail shops, 200,000 ft^2 estimated $35-$45 million
8.	Bank of Montreal - 1985	170,000 ft^2 estimated $20 million

Note: ***Cost figures can only be considered an estimate to guide the reader as to the magnitude of any particular project.***

Source: ***Edmonton Journal, November 6, 1983, "The Return of Tower Power, Hope's Building for Downtown" by Roy Cook.***

3.7 Surrounding Businesses

- West Edmonton Mall has a central function on 170 Street by attracting customers from surrounding areas. Approximately 24% of the mall's customers are from outside the City's boundaries.

  (Source: Retail Impact Assessment Model)[1].

- Major retailers have been drawn to the West Edmonton Mall area opening large independent retail specialty stores to capitalize on the high volumes of traffic in the area.

- Retailers found on this corridor near West Edmonton Mall are described in Map 5. The specialty businesses are involved in selling food, recreation vehicles, hardware items and childrens' toys.

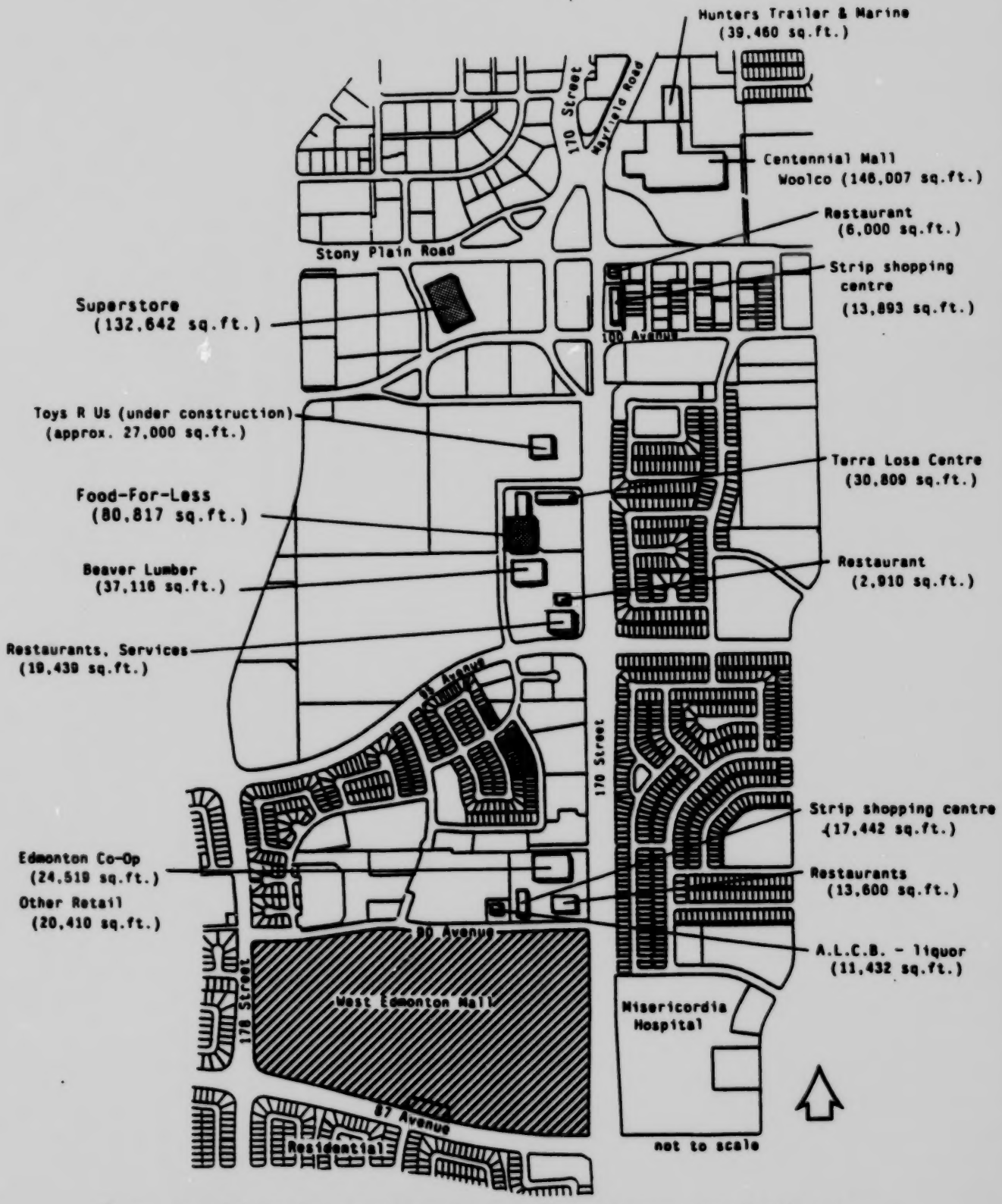
  (Source: City of Edmonton, Planning and Building Department)[2].

(Sources: [1]*City of Edmonton, Planning and Building Department, Corporate Forecasting Group, "Retail Impact Assessment Model", 1986.*

[2]*City of Edmonton, Planning and Building Department, Forecasting and Policy Development Group, "Land Use and Market Area Analyses of Mega-Food Stores in Edmonton", Research Paper 24, May, 1988).*

Map 5

170 Street, Major Land Uses



(Source: City of Edmonton, Planning and Building Department, Corporate Forecasting Group, "Land Use and Market Area Analyses of Mega-Food Stores in Edmonton", Research Paper 24, May, 1988). (Updated Sept. 1988).